

# Vaping Awareness Campaign Highlights

Gregory Carver

Tobacco Prevention & Enforcement Program

CT Department of Mental Health and Addiction Services



# Overview

<b>Challenge</b>	<p>A growing number of youth and young adults are vaping. It is perceived as healthier than smoking cigarettes and viewed as a social activity, not something that they will get hooked on. The reality is vaping has serious health risks and is highly addictive. According to the National Youth Tobacco Survey, 2 million high school students and 320 thousand middle school students vape.</p>
<b>Goals</b>	<ul style="list-style-type: none"><li>• Raise awareness regarding the dangers of vaping</li><li>• Curb vape use among youth and young adults statewide (i.e., reduce starts and increase quits)</li></ul>
<b>Target Audience</b>	<ul style="list-style-type: none"><li>• Youth (ages 12-18)</li><li>• Young adults (ages 19-24)</li><li>• Parents/trusted adults</li></ul>

## Campaign Concept

Unboxing videos on social media are wildly popular with our target group.

To educate kids and their parents on the dangers of e-cigarettes, we will create unboxing/demonstration videos where popular influencers interact with flawed products whose defects represent the real physical effects of prolonged vaping. Throughout the video each influencer will remain positive and seemingly unaware as the audience observes the products' humorous shortcomings.

The influencers will share the videos on their social media platforms. The videos will be edited and further leveraged across additional social platforms to amplify the message among youth and young adults. In addition, edited versions of the influencer videos will also be used to deliver customized messages to parents on platforms most relevant for them.



# Paid Media Objectives

## Generate awareness

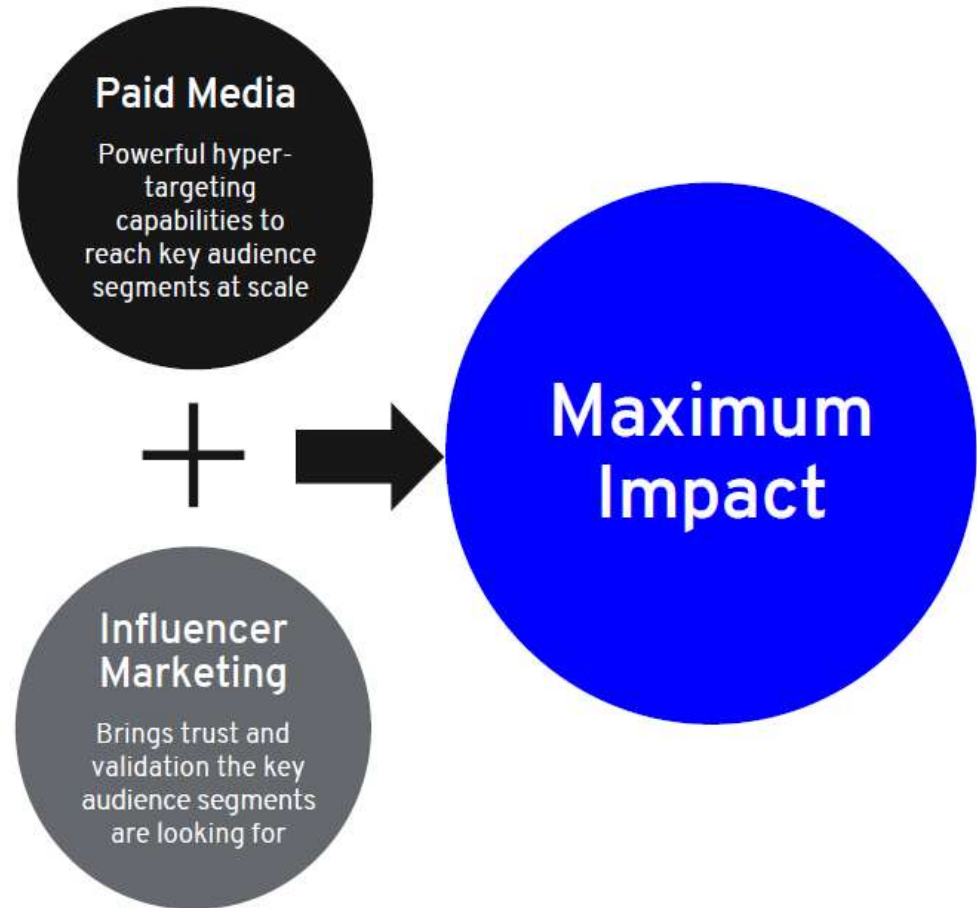
- Leverage those **media channels** Connecticut-based youth, young adults and parents **use most** to educate them about the short and long-term effects of vaping.

## Maximize message reach and influencer impact

- Ensure **impact** and **visibility** by using paid advertising to amplify influencer messaging within the related channels.

## Drive traffic to campaign landing page that will be housed on drugfreect.org

- **Connect** our paid media **audience** to educational materials/information and a 24/7 helpline.

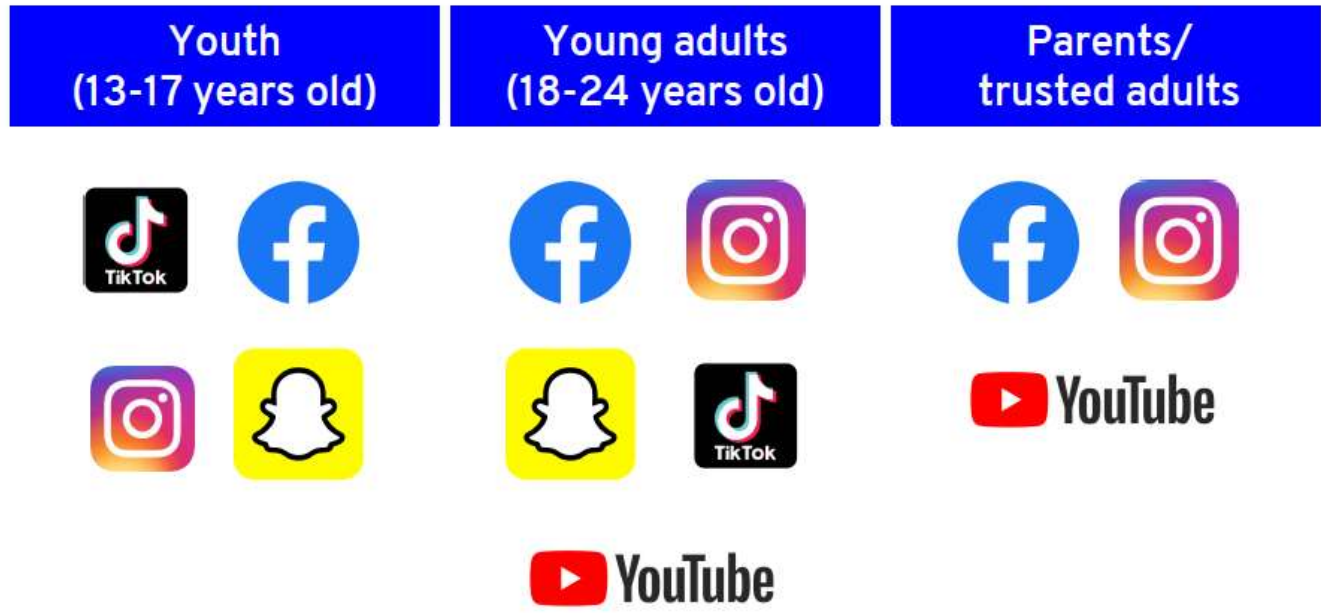


# Recommended Channel Mix

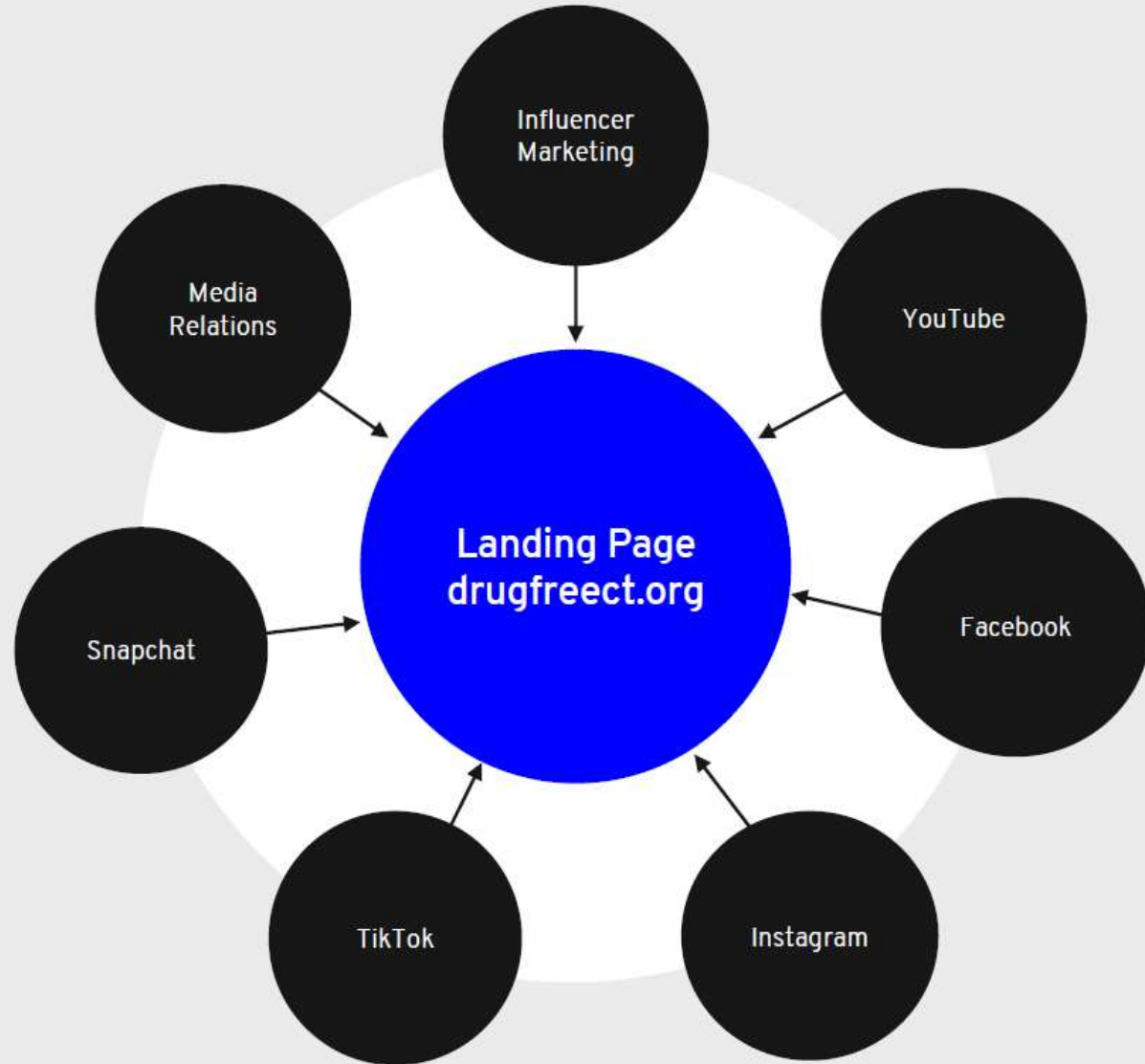
Paid media will focus on partnering with 3-5 large digital publishers to ensure each audience segment is reached at scale.

### Recommended publishers were chosen based on:

- Ability to reach the target audience(s) based on platform composition
- Alignment with the target audience(s) media consumption habits
- Advanced audience targeting technologies and opportunities
- “Unboxing” segments ranking as one of the most watched types of video content
- Media cost efficiency and minimum spend requirements



# Campaign Overview



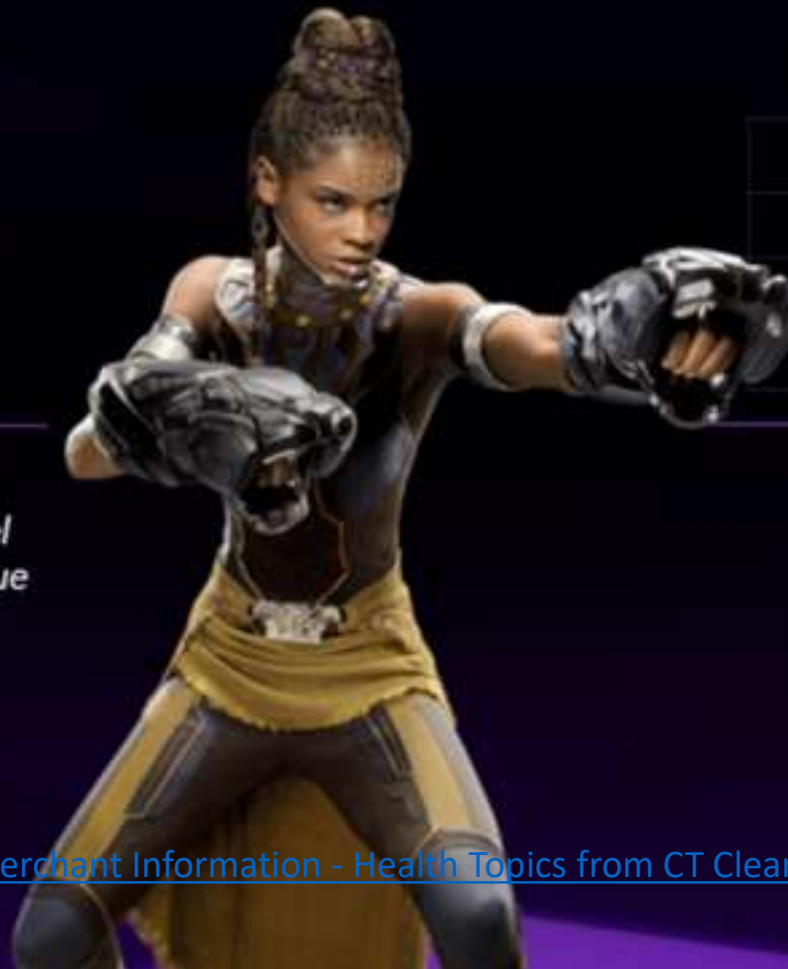
# A KNOCK OUT WEEKEND AT THE MOVIES 'BLACK PANTHER: WAKANDA FOREVER' SETS NEW RECORD

## HISTORIC \$180M OPENING:

- Biggest November opening ever
- Second biggest opening of 2022
- 80% diverse audience

## AUDIENCE BREAKDOWN

AUDIENCE COMP	%
Male	52%
A18-34	45%
Women 25+	32%

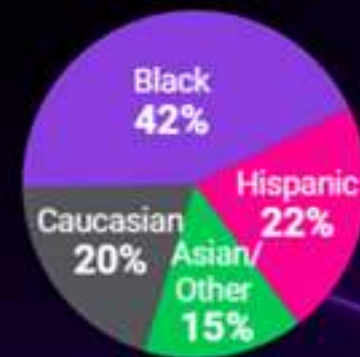


*"Wakanda Forever' delivered a strong reminder of the power of an epic Marvel movie to deliver blockbuster-style revenue to movie theaters"*

Paul Dergarbedian, Sr. Analyst at ComScore



Read more by clicking logo



[Tobacco Merchant Information - Health Topics from CT Clearinghouse](#)

**FOX61**  
MAKING AN  
**IMPACT**

Welcome and Congratulations to our  
**FOX61 Student News Nominees**

*Big Y*

Is Proud  
to Support  
Our Leaders &  
Professionals  
of Tomorrow!

**FOX61**  
STUDENT NEWS



To learn more about  
what Big Y is doing to  
support our communities,  
Visit [bigy.com/Community](http://bigy.com/Community)  
or Scan the QR Code

